

Mass increases in all metrics...

Results:

The CommBank campaign across www.Domain.com.au successfully achieved the following results:

Brand Metric	CommBank – Over all respondents	Of Home Loan Intenders
TOM Brand Awareness	23% increase	28% increase
Brand Sentiment	27% increase	20% increase
Uptake Consideration	27% increase	22% increase
Uptake Intention	39% increase	40% increase
Brand Recommendation	50% increase	125% increase

Key findings from the campaign:

- CommBank became the most recognised home loan brand
- After exposure to the campaign, CommBank became the most considered home loan brand
- Advertising online increased the uptake intention significantly, taking CommBank to the number one position

“Our partnership with Domain has allowed us to engage with First Home Buyers not only at the right time, but in a way that truly assists them in their search for a home. The approach significantly impacted key brand metrics and has been used as the benchmark for the next wave of our home loan online marketing programme, including our Radar partnership.” Paul Argus, Executive Marketing Manager - Home Lending, Advice & General Insurance, Commonwealth Bank

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Commonwealth Bank

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